

TRADEMARK ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Catherine Fritsch	FORMERLY d/b/a Mercurious Designs	07/21/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Sweet Revenge Enterprises, Inc.		
Street Address:	62 Carmine Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10014		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85068674	SWEET REVENGE	
CORRESPONDENCE DATA			
Fax Number:	(317)231-7433		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	3172361313		
Email:	dwong@btlaw.com		
Correspondent Name:	David A.W. Wong, Barnes & Thornburg LLP		
Address Line 1:	11 South Meridian Street		
Address Line 4:	INDIANAPOLIS, INDIANA 46204-3535		
ATTORNEY DOCKET NUMBER:	53126-217288		
NAME OF SUBMITTER:	David A.W. Wong		
Signature:	/dwong/		
Date:	07/28/2011		
Total Attachments: 2 source=SR Fritsch trademark assignment signed#page1.tif source=SR Fritsch trademark assignment signed#page2.tif			

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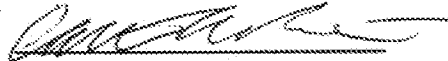
TRADEMARK ASSIGNMENT

Effective as of July 20, 2011, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Catherine Fritsch, DBA Mercurious Designs, with her principal office at 876 Logan Street, 2nd Floor, Noblesville, Indiana ("Assignor") hereby assigns sets over, and transfers, to Sweet Revenge Enterprises, Inc., a New York corporation with its principal office at 62 Carmine Street, New York, NY 10014 ("Assignee"), all of its rights, title, and interest in and to the trademark and application thereof identified in Exhibit A attached hereto (the "Trademark"), together with the goodwill of the business symbolized thereby, together with all claims for damages by reason of past infringement of the Trademark with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title and interest in and to the Trademark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

Assignor: Catherine Fritsch, DBA Mercurious Designs

Signed:



Date:

7/21/11

Schedule A

Sweet  Revenge

Trademark:

U.S. Application No. 85068674

Filing date: 2010-06-22

Identification of goods: Lingerie; shorts and briefs; Sleepwear; Tank tops